

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM316446

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SMXE Lending, LLC		09/09/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SkyMall, LLC		
<b>Street Address:</b>	1520 East Pima Street		
<b>City:</b>	Phoenix		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85034		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4189605	SKY MALL	
<b>Registration Number:</b>	4186871	SKYMALL	
<b>Registration Number:</b>	2716526	SKYMALL	
<b>Registration Number:</b>	2560417	SKYMALL	
<b>Registration Number:</b>	2343788	SKYMALL.COM	
<b>Registration Number:</b>	2258774	SKYMALL	
<b>Registration Number:</b>	1708173	SKYMALL	
<b>Registration Number:</b>	1843376	TRAVELMALL	
<b>Registration Number:</b>	1819554	JETCETERA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6027985595		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(602) 798-5400		
<b>Email:</b>	mconnellk@ballardspahr.com		
<b>Correspondent Name:</b>	Karen C. McConnell		
<b>Address Line 1:</b>	1 East Washington Street		
<b>Address Line 2:</b>	Suite 2300		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85004-2555		

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<b>ATTORNEY DOCKET NUMBER:</b>	00142697
<b>NAME OF SUBMITTER:</b>	Karen C. McConnell
<b>SIGNATURE:</b>	/Karen C. McConnell/
<b>DATE SIGNED:</b>	09/09/2014

**Total Attachments: 4**

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**TERMINATION AND RELEASE OF  
SECURITY INTEREST IN TRADEMARKS**

This TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS ("Termination") is executed and delivered as of the 9<sup>th</sup> day of September, 2014, by SMXE Lending, LLC, a Delaware limited liability company, as Agent (the "Agent"), to SkyMall, LLC, a Delaware limited liability company ("Debtor").

**BACKGROUND**

A. The Agent and Debtor executed the Trademark Collateral Agreement dated as of September 18, 2013 (the "Trademark Collateral Agreement").

B. Pursuant to the Trademark Collateral Agreement, Debtor granted to the Agent a security interest in the trademarks set forth on Exhibit A attached hereto and made a part hereof.

C. The Trademark Collateral Agreement was recorded in the United States Patent and Trademark Office ("USPTO") at Reel 005113, Frame 0929.

NOW THEREFORE, with the foregoing Background incorporated by reference and intending to be legally bound hereby, the parties agree as follows:

1. The Agent terminates and releases all of its rights, title and interest in the trademarks set forth on Exhibit A.
2. Debtor, or its designee, may record this Termination in the USPTO and in any other trademark offices as may be necessary to carry out the intentions of this Termination.

[Signatures on following page]




IN WITNESS WHEREOF, the Agent has executed and delivered this Termination as of the day and year first above written.

SMXE Lending, LLC, as Agent

By: *[Signature]*  
Name: *Tina Rucker-Hall*  
Title: *Authorized Representative*

**EXHIBIT A**

**U.S. REGISTERED TRADEMARKS AND TRADEMARK APPLICATIONS**

<b>TRADEMARKS</b>	<b>REG. DATE</b>	<b>REG. #</b>
	8-14-2012	4,189,605
SKYMALL	8-7-2012	4,186,871
	5-13-2003	2,716,526
	4-9-2002	2,560,417
SKYMALL.COM	4-18-2000	2,343,788
SKYMALL	7-6-1999	2,258,774
SKYMALL	8-18-1992	1,708,173
TRAVELMALL	7-5-1994	1,843,376
JETCETERA	2-1-1994	1,819,554

**FOREIGN REGISTERED TRADEMARKS**

<b>COUNTRY</b>	<b>TRADEMARK</b>	<b>REG. DATE</b>	<b>REG. #</b>
Australia	SKYMALL	4-22-1999	791956
Bermuda	SKYMALL	5-4-1999	30662
Brazil	SKYMALL	5-18-2004	822084104
Canada	SKYMALL	11-3-2000	TMA536589

Costa Rica	SKYMALL	6-21-2000	120675
European Union (CTM)	SKYMALL	4-2-2001	001139617
Guatemala	SKYMALL	10-24-1999	99533
Hong Kong	SKYMALL	6-22-2000	8505/2002
Hong Kong	SKYMALL	1-24-2000	1527/2000
Japan	SKYMALL	1-14-2000	4352071
Japan	SKYMALL	12-24-1993	2610676
Korea, Republic of	SKYMALL	12-13-2001	72413
Mexico	SKYMALL	5-24-1999	696646
Peru	SKYMALL	11-30-1999	19624
Singapore	SKYMALL	9-18-1998	T98/09456I
Switzerland	SKYMALL	4-23-1999	467639
Taiwan	SKYMALL	11-16-1999	S117767
Puerto Rico	SKYMALL	6-3-1999	45744
Turkey	SKYMALL	5-26-2009	2008/22108